

# Mobile Web 2.0

Business Models, Geolocation & Presence 2010-2014



## List of Forecasts

All forecasts are 2009-2014.

Regional forecasts cover 8 key regions: North America, South America, Western Europe, Eastern Europe, Far East & China, Indian Sub Continent, Rest of Asia Pacific and Africa & Middle East.

Split by 3 Products means Operator Billed Mobile IM, Mobile IM Ad-spend and VoIP Services.

### Mobile Messaging Costs

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Retail Cost per SMS (\$) Split By 8 Key Regions 2009-2014

Retail Cost Per MMS (\$) Split By 8 Key Regions 2009-2014

### Global Web 2.0 Mobile Revenues

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Social Web Users as a % of Total Mobile Web Browsers Split By 8 Key Regions

Global Web 2.0 Mobile Market Value (\$m) Split By Social Web, Dating & Presence

Global End User Web 2.0 Mobile Revenue (\$m) Split by Social Web, Dating & Presence

Global Advertising Web 2.0 Market Value (\$m) Split By Social Web, Dating & Presence

### Presence

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Global Market for Mobile Presence-based Services (\$m) Split by 3 Products

Total Value of Mobile Presence-Based Services Ad-Spend (\$m) Split By 8 Key Regions

### Mobile IM

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Number of Mobile IM Users (m) Split By 8 Key Regions

Number of Users Paying for Mobile IM (m) Split By 8 Key Regions

Total Operator-Billed IM Revenues (\$m) Split By 8 Key Regions

### Mobile VoIP

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Number of Mobile VoIP Users (m) Split By 8 Key Regions

Total Mobile VoIP Minutes of Use (m) Split By 8 Key Regions

Mobile VoIP Market Value (\$m) Split By 8 Key Regions